



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

December 9, 2003
4:00 p.m.

MEMBERS PRESENT: M. Holmes, C. Maki, M. Reynolds,
B. Snyder

MEMBERS ABSENT: J. Forbes, B. Petrini, R. Solomon

OTHERS PRESENT: Jodie Hale, Planning Commission

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: M. Hamner-Crout

TOTAL ATTENDANCE: 7

MEETING CONVENED: 4:00 p.m.

MEETING ADJOURNED: 5:00 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Vice Chairman Bob Snyder at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes requested.	
III. Public Comment	A time to speak on any item not on the agenda.	Holmes reported that the California Welcome Center is giving public agencies and nonprofits the opportunity to list information on its web site relating to events and/or tourist information. The contact person is Cynthia Haynes at the Placer County Visitors and Information	
IV. Approval of Minutes	Approval of minutes.	None.	
V. Fiscal Year 2003-2004 Budget Report		The expenditures have not changed since the last meeting.	
VI. Funding Requests		None.	
VII. EDC Business	EDC Recommendations for Appointments	It was noted that Forbes is not re-applying for membership. Maki expressed concern about the fact that Petrini had not re-applied for his expired term. Richardson reported that Petrini is out of the country, and he will discuss it with him via email. Richardson said that Solomon is resigning from the EDC because of increased business obligations, and a letter of resignation is forthcoming. Currently, there is one vacancy in the Business Community Representative category and one vacancy in the Member-at-Large category.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Marketing Tools Package	<p>After some discussion, it was moved to recommend Harvey Roper for the Business Community Representative and Rod Gross for the Member-at-Large.</p> <p>The recommendation will be forwarded to the City Council for its review and approval. Snyder requested that the recommended applicants be notified of the City Council meeting date and an invitation to attend is extended to them.</p> <p>Richardson distributed copies of material that Petrini has assembled—events in categories; events held in months of the year; and an update on the endurance national campaign. The local campaign is underway. Richardson said the EDC needs to proceed with a similar process. First, define Auburn. The following was discussed:</p> <p><u>Kind of Community</u> – Historic, friendly, active, athletic, family-oriented, village, artistic, environmentally aware, natural, ideal climate, gateway, volunteers, can-do spirit</p> <p><u>Do Here</u> – Raise families, work, educate, volunteer, hike, bicycle, baseball, soccer, paddle, skateboard, ski, dine, hunt, fish, hang glide, bungee jump, speedway racing, swim, basketball, horseback riding, run/jog.</p> <p><u>Professional Careers</u> – Government employee, lawyer, doctor, teacher, utilities, building contractor, retailer, realtor, banker, executive, retiree, hair/beauty, waitress/waiter, plumber, electrician, travel agent</p> <p><u>Lifestyle</u> – Active, traditional, family-oriented, involved, connected, friendly, prideful</p> <p><u>Activities Bringing in Visitors</u> – Parades, festivals, fairs, endurance races, Black and White Ball, home shows, antique shows, concerts, Art Walk, Barbecue and Blues, Cruise Nite</p> <p><u>Restaurants Bringing in Visitors</u> – Latitudes, Bootleggers, Awful Annie's, Katrina's, Ikeda's, Wings Grill, Shanghai Bar and Restaurant, Carpe Vino</p>	Motion: Maki/Holmes Approved.
VIII. Economic Development Commission Reports		None.	
IX. Future Agenda Items			
X. Adjournment		Meeting was adjourned at 5:00 p.m. The next regular meeting	